

<u>DB Name</u>	<u>Query</u>	<u>Hit Count</u>	<u>Set Name</u>
JPAB,EPAB,DWPI,TDBD	(bid\$ with expert\$)	7	<a href="#"><u>L21</u></a>
JPAB,EPAB,DWPI,TDBD	114	0	<a href="#"><u>L20</u></a>
USPT	118 and (bid\$ with expert\$)	3	<a href="#"><u>L19</u></a>
USPT	5189606.pn. or 5819249.pn. or 5701400.pn.	3	<a href="#"><u>L18</u></a>
USPT	116 and (bid\$ with expert\$)	2	<a href="#"><u>L17</u></a>
USPT	5189606.pn. or 5819249.pn. or 5901400.pn.	3	<a href="#"><u>L16</u></a>
USPT	5189606l.pn. or 5819249.pn. or 5901400.pn.	2	<a href="#"><u>L15</u></a>
USPT	(bid\$ with expert\$) and (select\$ with (request\$ or question\$)) and (data\$ with expert\$)	4	<a href="#"><u>L14</u></a>
USPT	16 and (select\$ with expert\$)	1	<a href="#"><u>L13</u></a>
USPT	16 and (high\$ with expert\$)	0	<a href="#"><u>L12</u></a>
USPT	16 and (select\$ with (request\$ or question\$))	1	<a href="#"><u>L11</u></a>
USPT	16 and (classif\$)	1	<a href="#"><u>L10</u></a>
USPT	16 and (address\$)	1	<a href="#"><u>L9</u></a>
USPT	16 and (search\$)	0	<a href="#"><u>L8</u></a>
USPT	16 and (authenti\$ or verif\$ or check\$ or identif\$)	1	<a href="#"><u>L7</u></a>
USPT	5948054.pn.	1	<a href="#"><u>L6</u></a>
USPT	11 and expert\$	1	<a href="#"><u>L5</u></a>
USPT	11 and second	1	<a href="#"><u>L4</u></a>
USPT	11 and bid\$	0	<a href="#"><u>L3</u></a>
USPT	11 and bid?	0	<a href="#"><u>L2</u></a>
USPT	5948054.pn.	1	<a href="#"><u>L1</u></a>

t s3/full/2

3/9/2 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

07189526 Supplier Number: 61382998 (THIS IS THE FULLTEXT)

**Excite@Home's MatchLogic Adds Lead Generation and Online Promotions to Form Integrated Suite of Customer Acquisition Products.**

PR Newswire, p6682

April 7, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1022

TEXT:

Leader in Data-Driven Online Advertising Also Announces New Acquisition  
Marketing Division  
Tickets.com, Overstock.com and eNutrition Exceed Campaign Performance  
Goals

With MatchLogic Acquisition Marketing Products

SEATTLE, Feb. 28 /PRNewswire/ --

In a strategic move to address the explosive growth in the digital marketing industry, Excite@Home's MatchLogic, the leading data-driven online advertising company and wholly-owned subsidiary of Excite@Home (Nasdaq: ATHM), today announced two new products, Lead Generation and Online Promotions. MatchLogic also announced the formation of its new Acquisition Marketing Division, which includes Lead Generation, Online Promotions and Email Services. The division will provide advertisers with a suite of products to improve customer acquisition and retention, brand impact, and return on digital marketing investment.

(Photo: <http://www.newscom.com/cgi-bin/prnh/19990528/SFF034> )

"MatchLogic delivers concrete ways to measure success in today's digital marketplace where high return on investment is crucial," said Ben Addoms, president of Media and Marketing Services at Excite@Home. "The new Acquisition Marketing Division will offer cost-effective, timely products that are optimized for customer response, focused on ROI, and deliver tangible results."

MatchLogic's Lead Generation solution produces high impact results within a short period of time by helping marketers qualify customer prospects via tailored questions included in surveys. Self-qualified customers can receive targeted email about the promoted product or services within minutes. The Online Promotion products attract consumers by offering them a chance at a prize in exchange for responses to opt-in questions, allowing advertisers to build opt-in lists with consumer preferences. These lists can be leveraged in future campaigns. MatchLogic's permission-based email service, DeliverE(TM), assists advertisers in reaching an extremely targeted audience with a personalized message through a direct email program.

**Lead Generation**

Using MatchLogic's direct marketing expertise, the Lead Generation product helps marketers qualify prospects for their products or services. For example, Tickets.com, a top resource for event information, chose this highly effective acquisition marketing solution to generate self-identified leads in a pay-per-lead model during a tour of the band The Backstreet Boys. For this campaign, Tickets.com asked consumers who were registering for various online promotions on MatchLogic's sweepstakes site if they were interested in purchasing or winning tickets to a Backstreet Boys concert. Consumers responding "yes" received a follow-up email within minutes that expanded on the Tickets.com offer. The company converted more than 30 percent of all leads into qualified visitors. In addition to generating site traffic, 15 percent of those visitors successfully completed either a sweepstakes registration form at the company's site or submitted a charity auction bid to get tickets.

**Online Promotions**

MatchLogic has built a frequently visited sweepstakes site on the Internet ( <http://delivere.preferences.com> ) to build its own opted-in marketing lists. The site features as many as ten to 15 active promotions at any given time and generates up to 250,000 registrations each day. MatchLogic is now offering its expertise in managing online promotions, consumer surveying techniques and dynamic surveying technology infrastructure as a product to help advertisers optimize response rates, enhance brand promotion and build a database of self-identified prospects.

MatchLogic's work with Overstock.com, an innovative shopping site, generated a 58 percent opt-in rate over a six-week campaign that resulted in 73,500 highly qualified prospects. The prize sponsored by Overstock.com, a free cruise, led interested users to a registration form where the company asked for consumers' permission to contact them directly about their latest product offerings. The immediate follow-up email to all opted-in consumers achieved a 27 percent click-through rate. Overstock can now implement further direct marketing communications to this opted-in user group.

#### Email Services

According to a recent Ernst & Young survey, users click on email ads three to ten times more often than they click on banner ads. As one of the first companies to bring email services to the advertising market, MatchLogic has built one of the largest email databases in the industry containing 9.5 million email addresses. Advertisers can target email messages against over 135 attributes. MatchLogic's DeliverE(TM), a permission-based email service, allows advertisers to send sales and branding messages to a highly receptive opt-in audience. In 1999, the number of campaigns MatchLogic managed increased by more than 400 percent as compared to 1998. The rate for emails opened by consumers increased by 378 percent.

eNutrition, the Internet's complete resource for nutritional products and information, has effectively used DeliverE services to drive traffic to its site and increase its customer base. eNutrition's DeliverE campaigns improved responses by 50 percent over non-targeted emails. Follow-up messages to previous buyers yielded a 34 percent click-through rate and ten percent of them bought again.

#### About Excite@Home

Excite@Home, the leader in broadband, offers media services through Excite Network ([www.excite.com](http://www.excite.com), [www.bluemountain.com](http://www.bluemountain.com) and other properties), and broadband subscription services through @Home ([www.home.com](http://www.home.com)) and @Work ([www.work.home.net](http://www.work.home.net)). The company has a worldwide footprint of 72 million cable homes under long-term contract. Excite@Home's MatchLogic subsidiary ([www.matchlogic.com](http://www.matchlogic.com)) offers marketers industry-leading digital advertising solutions including rich media production, targeted ad and email services, and datamart management and analysis.

This press release contains forward-looking information within the meaning of Section 27A of the Securities Exchange Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the safe harbors created by those sections. These forward-looking statements include statements relating to the successful implementation of the new Acquisition Marketing Division and customer acceptance of the new Lead Generation and Online Promotions products. Actual results may differ materially due to a number of factors, including; ability to generate revenue from customer agreements; and ability to continue to attract traffic to the Company's web sites. The matters discussed in this press release also involve risks and uncertainties described in Excite@Home's filings with the SEC. Excite@Home assumes no obligation to update the forward-looking information contained in this press release.

NOTE: Excite@Home, @Home, @Work, Excite, Blue Mountain, the stylized @ logo, MatchLogic and Enliven are trademarks of or licensed to At Home

Corporation and may be registered in certain jurisdictions. All other brand names are trademarks of their respective owners.

COPYRIGHT 2000 PR Newswire Association, Inc.

COPYRIGHT 2000 Gale Group

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*At Home Corp.  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*4811522 (Internet Access Providers)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
SIC CODES: 4822 (Telegraph & other communications)  
NAICS CODES: 51331 (Wired Telecommunications Carriers)  
TICKER SYMBOLS: ATHM  
SPECIAL FEATURES: COMPANY  
?